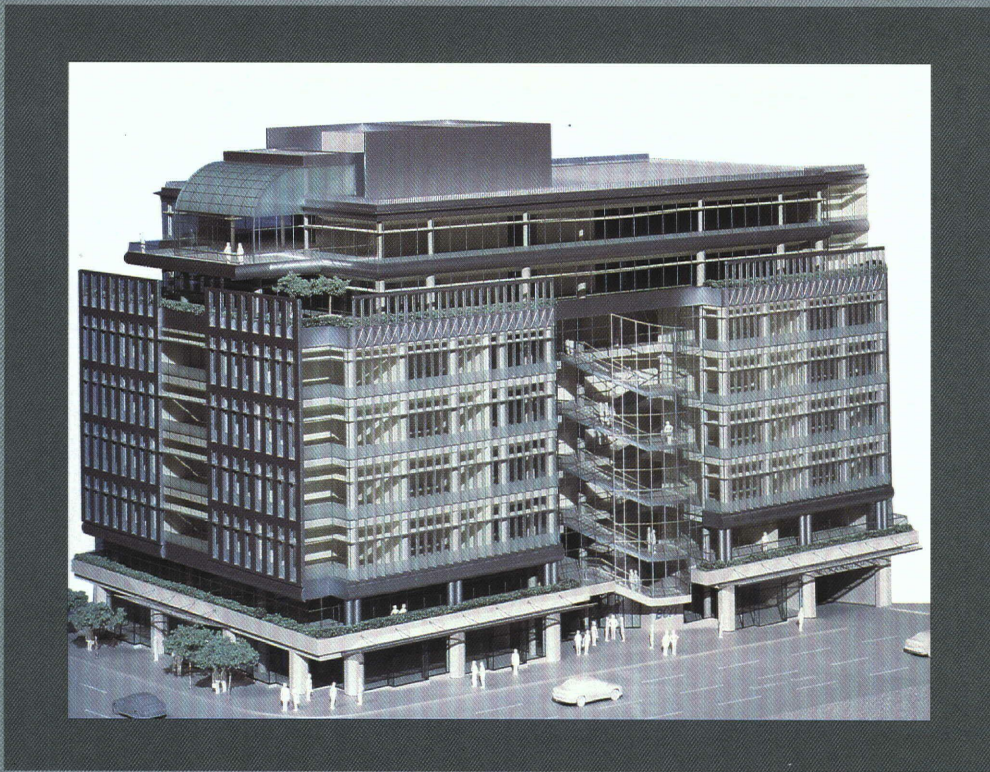


OPENING  
JANUARY '97

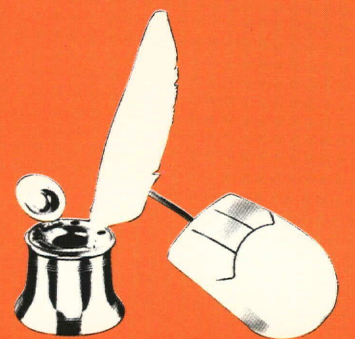
# THE BCIT DOWNTOWN CAMPUS

*Forging  
new  
partnerships  
between  
education  
and the  
downtown  
community*



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

**555 SEYMOUR  
(at Dunsmuir)**





# BCIT'S NEW DOWNTOWN CAMPUS

OPENING  
JANUARY  
1997

## OUR MISSION

To provide  
British Columbians  
with world-class,  
job-ready skills  
for career success.

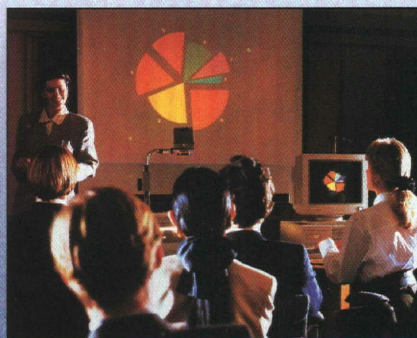
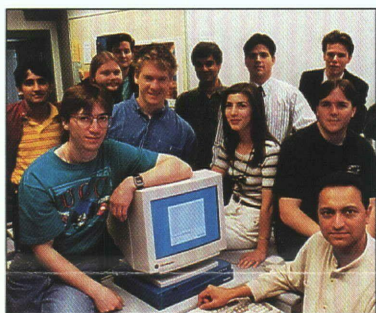
## OUR NEW DOWNTOWN HOME

We have outgrown our longtime Howe Street location in downtown Vancouver and are opening a new home with expanded programs, services and facilities.

BCIT Downtown at the corner of Seymour and Dunsmuir will be a centre of opportunity where downtown organizations can access expertise in training and human resource development. And it's all right in the heart of downtown Vancouver.

Here's what you can expect:

- A special focus on business performance improvement with programs and services geared to enhancing the skills of working professionals and helping employers boost their bottom line.
- Industry training partnerships tailored specifically to your needs, helping companies respond to change while maintaining their competitive advantage.
- Computer facilities, video conferencing and media information systems, easily accessible for companies and their employees.
- State-of-the-art classrooms, labs and meeting rooms available for daytime and evening use for training, conferences and seminars.
- High-quality office space for lease next door to some of B.C.'s biggest companies.
- Highly specialized training facilities and programs to support new technologies, including multimedia and call centres.



*Innovative, flexible and cost-effective training*

## A CAMPUS FOR THE DOWNTOWN COMMUNITY

Skills training at the heart of Vancouver — that's BCIT's new downtown campus.

We recognize the demands of a changing



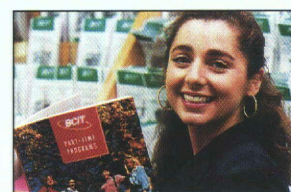
*Important skills upgrading*

workplace, which is why BCIT continues to be the training choice for business, industry and labour, as well as professional organizations and regulatory agencies in the province.

We know how to deliver the innovative, flexible and cost-effective training that downtown businesses demand today. In our Howe Street training centre, we have delivered training to more than 40,000 individuals for almost two decades.

At our new campus, we have geared our program and course offerings specifically to those working, living and doing business in the city's core.

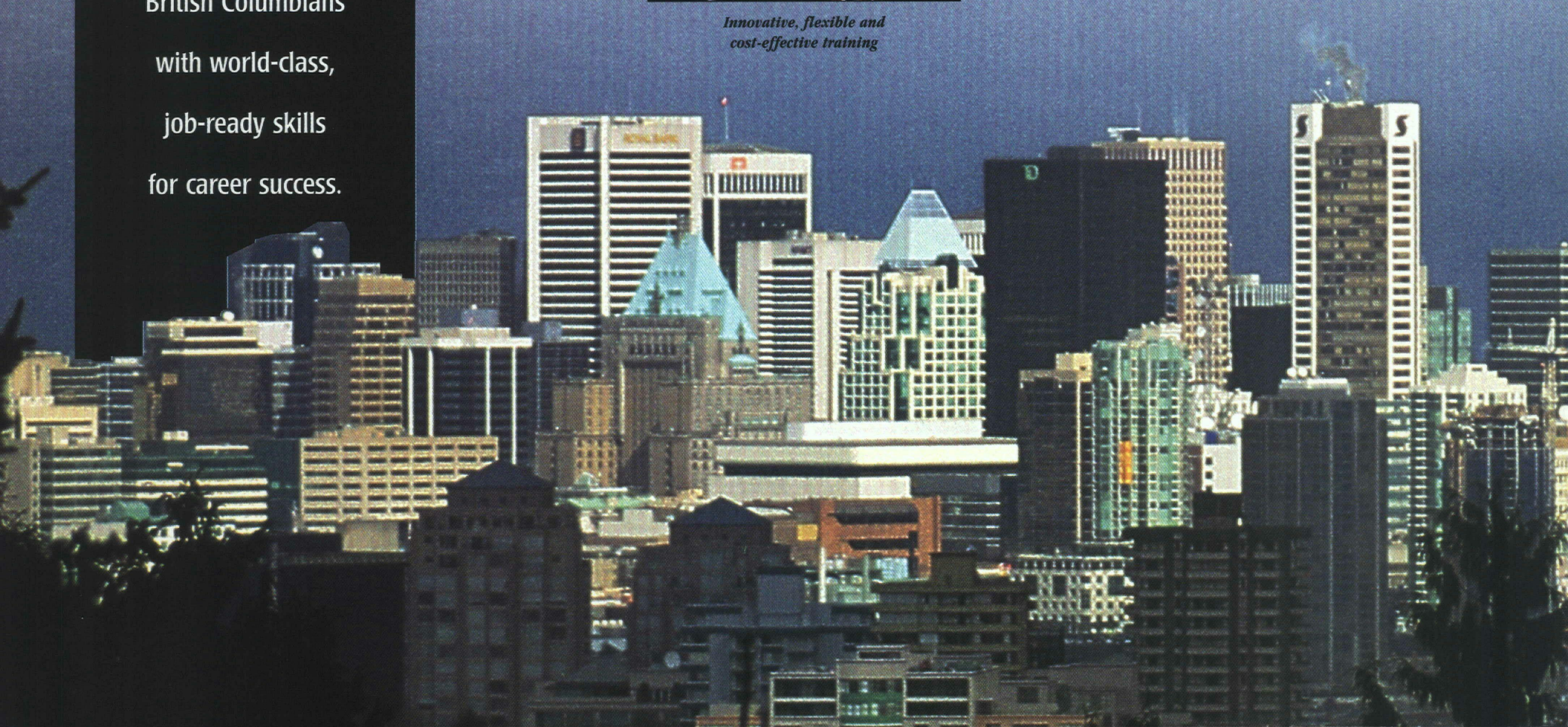
Relevant skills lead to competitive edge. Courses in subjects such as marketing, tourism, management systems, human resources and financial management provide the professional upgrading that's needed to stay current.



Downtown Vancouver is home to some of B.C.'s most dynamic companies and our expanded educational offerings reflect that diversity.

A sampling of the courses offered includes:

- computer technology
- accounting
- geographical information systems
- international trade
- transportation logistics
- computer animation and digital media
- real estate
- engineering technology





## INDUSTRY TRAINING AND PARTNERSHIPS

Industry training has long been a BCIT tradition, and will continue to be a high priority at our new downtown campus.

In today's increasingly competitive market, staying on top in your field often means managing the forces of change. That's not always easy. That's where BCIT's industry training comes in.

It is one of our most exciting initiatives, offering a host of specialty training services for large and small companies. Training ranges from foundation skills for employees who wish to maintain their currency or advance their careers, to training solutions to improve a company's productivity and business performance.

We deliver industry-accredited training on behalf of numerous major corporations and organizations. Or we can design and deliver training programs tailor-made for your company. Often this training is in response to structural changes in the labour market.

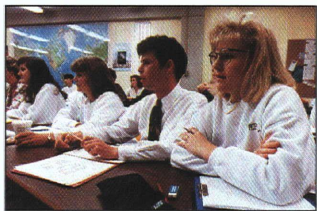
Through partnerships with BCIT, companies such as BC Telecom, the B.C. Automobile Association and others help their employees continually upgrade skills.

In many cases, employees who have completed in-house training programs receive transfer credit toward a BCIT certificate, diploma or degree program.

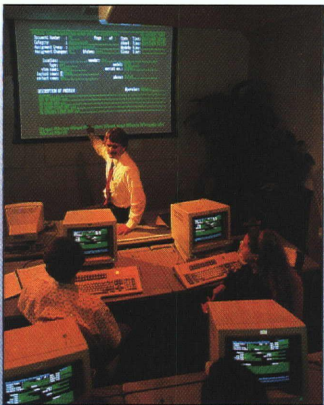
What's more, we can help your company evaluate and provide recognition for employee skills acquired through corporate training programs, work experience or other informal means.



*Specialty training services for large and small companies*



*Tailor-made training programs for your company*



*Industry-standard classrooms and labs will feature the latest in instructional technology*

## APPLIED RESEARCH AND DEVELOPMENT

At BCIT's new downtown campus, we are *your* centre for applied research in the heart of the city. Here's a sampling of some activities planned:

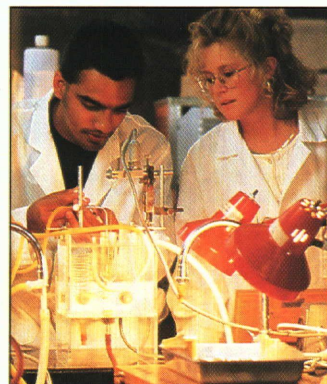
- B.C. Quality Centre: a resource centre for B.C. companies to tap into the latest in quality management principles and practices.

- Gerontology Centre: a veritable "living lab" where BCIT and Simon Fraser University are exploring the opportunity to develop better housing designs and practical assistive devices for the elderly and the disabled.

- Student Projects Centre: you provide the real-life challenge, BCIT students provide the expertise — and a solution — at no charge. Students gain valuable experience and you get the benefit of their training — some of the best in the province.

- Entrepreneurial Centre: BCIT Downtown will be home to the highly successful Venture Program, which prepares entrepreneurs for the challenge of launching and operating a new business.

We are also exploring joint-venture partnerships for centres in electronic sales, market research and electronic commerce.



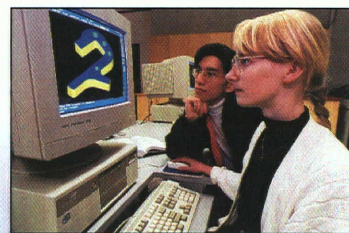
*Applied research in the centre of the city*

## THE LATEST TECHNOLOGY, OF COURSE

Doing business today means staying in touch, around the city and province as well as around the world. Our new downtown campus will plug into an AT&T Systemax™ communications network for the fast connections needed on- and off-site: to the server down the hall or to the wide world of the Internet.

At the heart of the campus will be an electronic library and a video-conferencing studio connecting people with information and ideas.

Classrooms and labs will feature the latest in instructional technology. And we are continuing to lead the way in computer training, where we have recently added a new facility teaching the latest in three-dimensional computer animation.



*Expanded educational offerings*





## PERFORMANCE IMPROVEMENT CENTRE

There's no time to waste. Successful companies know that today's competitive advantage comes from high-performing individuals. Continuous, organized and comprehensive investments in people can pay huge dividends in bottom line performance and employee satisfaction.

Simply put, it's a matter of corporate survival.



*A centre for workplace learning*

Our new performance improvement centre is envisioned to be a critical business resource for achieving top value in the work performed by individuals, work teams, departments and indeed entire organizations.

It may require changes in the work environment and

processes, so people can better apply what they already know. Or it may call for a different approach to motivation, so people make the best use of the work environment. Regardless of what it takes, the performance improvement centre will help make it happen.

And when it happens, everyone wins — both the company and the people.

Our performance partnerships will combine the best resources of leading companies with BCIT's

unique capabilities in human performance technology, a systematic approach to analyzing, improving and managing performance in the workplace. We'll work with line managers, team leaders and human resource developers to create state-of-the-art solutions that produce immediate impact with bottom line business results — whether we provide information, training, technology, job-aids, coaching or full-fledged performance consulting.

Expected to be a centrepiece of our new downtown campus, this exciting facility — the only one of its kind in the province — will lead the way in reworking traditional approaches to personnel development and training. Our starting point will be the business or career goals of our customers. Our services will be cost-effective and performance improvements will be the measure of success.



## BACHELOR OF TECHNOLOGY DEGREE

Just as our new downtown campus has been in development, so has another exciting BCIT milestone: our Bachelor of Technology degree.

Developed to meet specific industry requirements, BCIT's degree is a career-advancement credential delivered in a format specially designed to fit the changing needs and schedules of working professionals.

Job-ready training has always been a BCIT hallmark, whether for our certificates, diplomas or even the new degree.

Combine that with the flexibility of part-time or full-time equivalent degree courses — offered initially

at BCIT's Burnaby campus — and earning a Bachelor of Technology degree is within reach for those looking to improve their career prospects in today's increasingly competitive job market.

BCIT has just recently launched Bachelor of Technology degrees in Computer Systems and Environmental Engineering Technology for the fall of 1996.

Other programs are in the works, covering the fields of nursing, medical imaging, accounting, manufacturing, environmental health, management, geomatics, construction management, electronics and biotechnology.

## WANT TO KNOW MORE?

For more information:

Downtown campus enquiries: 687-4666

Leasing opportunities: 432-8590

Industry training services: 1-800-333-7307

or 451-7149 in the Lower Mainland.



BRITISH COLUMBIA  
INSTITUTE OF TECHNOLOGY

BCIT'S DOWNTOWN CAMPUS

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